

Message Text

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14

ACTION COME-00

INFO OCT-01 EUR-25 ISO-00 EB-11 CIAE-00 INR-10 NSAE-00

RSC-01 STR-08 PA-04 PRS-01 USIA-15 DRC-01 /077 W

----- 095727

R 251605Z JAN 74

FM AMEMBASSY PARIS

TO SECSTATE WASHDC 6348

INFO AMCONSUL BORDEAUX

AMCONSUL LYON

AMCONSUL MARSEILLE

AMCONSUL NICE

AMCONSUL STRASBOURG

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EO 11652 N/A

TAGS ECOM BEXP FR

SUBJECT COMMERCIAL OBJECTIVES FY-75 FRANCE

REFS: (A) STATE 6882; (B) PARIS 19159, JULY 12, 1973

1. FOLLOWING ARE COMMERCIAL OBJECTIVES AND COURSES OF ACTION FOR FRANCE FOR FY -75. IN THE PARTICULARLY FLUID ECONOMIC AND FINANCIAL SITUATION, NOT ONLY IN FRANCE, BUT ELSEWHERE, SOME OF THESE OBJECTIVES AND COURSES OF ACTION MAY REQUIRE RECONSIDERATION IN THE COURSE OF THE CURRENT YEAR.

A. OBJECTIVE ONE: DEFEND AND INCREASE U.S. MARKET SHARE FOR COMPUTERS AND COMPUTER-RELATED EQUIPMENT IN THE FACE OF GROWING COMPETITION FROM WEST GERMANY, GREAT BRITAIN AND ITALY, AND DOMESTIC PRODUCTION IN FRANCE. ACTION ONE: IDENTIFY MOST PROMISING SUB-GROUPS, E.G., MINI-COMPUTERS AND SMALL COMPUTERS, PERIPHERALS, TERMINALS AND SUB-ASSEMBLIES. ACTION TWO: PROVIDE STRONG SUPPORT FOR TRADE CENTER EXHIBITION OF EDP EQUIPMENT IN DECEMBER 1974. ACTION THREE: CONTINUE TO DEVELOP DIRECT CONTACTS WITH KEY END-USERS AND ACTUAL AS WELL AS POTENTIAL AGENTS, AND PROCURE MAJOR TRADE

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OPPORTUNITIES AND NEW SALES RELATIONSHIPS FOR AMERICAN

MANUFACTURERS. ACTION FOUR: FOLLOW CLOSELY THROUGH ALERT REPORTS THE DEVELOPMENT OF THE AGREEMENTS BETWEEN CII, PHILIPS AND SIEMENS, AND OTHER GROUPS AS WELL AS POSSIBLE MERGERS AND TRENDS IN THE FRENCH INDUSTRIES IN THE COMPUTER SECTOR. ACTION FIVE. FOLLOW THE DEVELOPMENT OF THE EC POLICY ON DATA PROCESSING AND RESULTING ACTIONS IN HOPE OF MINIMIZING POSSIBLE UNFAVORABLE EFFECTS ON U.S. EXPORTS TO FRANCE. ACTION SIX: IMPROVE CONTACTS WITH GOF OFFICIALS INVOLVED IN EDP SECTORS.

B. OBJECTIVE TWO: MAINTAIN AND INCREASE U.S. MARKET SHARE OF AIRCRAFT AND OTHER AEROSPACE EQUIPMENT IN FACE OF GROWING EUROPEAN COMPETITION. ACTION ONE: IDENTIFY MOST PROMISING PRODUCTS, E.F., HEAVY AND LIGHT AIRPLANES, GROUND AND AIRBORNE ELECTRONIC SYSTEMS, SERVICING AND TESTING EQUIPMENT, INSTRUMENTATION TAPE RECORDERS, AIR DATA COMPUTERS, RADAR ALTIMETERS, METEOROLOGICAL EQUIPMENT. ACTION TWO: USE ALL APPROPRIATE ELEMENTS OF THE MISSION, UNDER CHAIRMANSHIP MINISTER FOR ECONOMIC AND COMMERCIAL AFFAIRS TO ENSURE SUCCESSFULL U.S. PARTICIPATION 1975 PARIS AIR SHOW. ACTION THREE. BE ALERT AND FOLLOW DEVELOPMENTS OF GOF AND EC AVIATIONPOLICIES AND SEEK MINIMIZE THEIR POSSIBLE UNFAVORABLE EFFECTS ON U.S. EXPORTS. ACTION FOUR: LEND ASSISTANCE, AS REQUIRED, TO OUR AEROSPACE COMPANIES HAVING OFFICES OR LICENSING ARRANGEMENTS IN FRANCE. ACTION FIVE: DEVELOP CONTACTS WITH POTENTIAL END-USERS AND PRESENT AS WELL AS POTENTIAL AGENTS, PARTICULARLY FOR AVIATION AND AEROSPACE EQUIPMENT OTHER THAN AIRCRAFT, AND ALERT WASHINGTON TO MAJOR TRADE OPPORTUNITIES. ACTION SIX: IMPROVE CONTACTS WITH GOF INVOLVED IN AVIATION AND AEROSPACE SECTORS.

C. OBJECTIVE THREE: INCREASE U.S. SHARE OF RAPIDLY GROWING HEALTH CARE INDUSTRIES MARKET.

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ACTION ONE :

GUIDED BY RECENTLY COMPLETED BIOMEDICAL MARKET RESEARCH, IDENTIFY MOST PROMISING OF SUB-GROUPS, E.G., PACEMAKERS AND OTHER CARDIOLOGY EQUIPMENT, DIAGNOSTIC EQUIPMENT, MONITORING DEVICES, AND OTHER SOPHISTICATED MEDICAL EQUIPMENT. ACTION TWO: PLAN AND EXECUTE OUTSIDE VISIT PROGRAM TO REACH MAJOR IMPORTERS AND END-USERS IN MOST PROMISING SUB-GROUPS IN ORDER DEVELOP SUBSTANTIAL TRADE OPPORTUNITIES IN MEDICAL FIELD. ACTION THREE: CONDUCT EMBASSY SURVEY OF BUYING PRACTICES OF MAJOR GOVERNMENTAL MEDICAL INSTITUTIONS TO PROVIDE IMPROVED ACCESS TO THIS IMPORTANT MARKET SEGMENT. ACTION FOUR: SUPPORT WASHINGTON PROCUREMENT OF MEDICAL SHOW SET FOR PARIS TRADE CENTER IN OCTOBER 1975 BY PROVIDING LIST OF NEW-TO-MARKET FIRMS WHICH HAVE BEEN IN TOUCH WITH EMBASSY, AND ASSIST RECRUITING, AS NECESSARY, OF LOCAL REPS AND SUBSIDIARIES OF U.S. FIRMS.

D. OBJECTIVE FOUR: INCREASE AIR AND WATER POLLUTION ANALYSIS AND CONTROL EQUIPMENT IMPORTS FROM THE U.S. TO SECURE A STRONG INITIAL POSITION IN A MARKET WITH HIGH GROWTH POTENTIAL. ACTION ONE: PLAN CATALOG PRESENTATION ON CHEMICALS FOR WASTE WATER TREATMENT FOR SCHEDULED PARTICIPATION IN MAN, AIR AND WATER EXPOSITION IN PARIS OCTOBER 1974, DRAWING ON USIS FOR PUBLICITY AND OTHER SUPPORT. ACTION TWO: SEEK OUT MORE UNCLASSIFIED

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MAJOR PROJECTS IN POLLUTION CONTROL.

ACTION THREE: DEVELOP ADDITIONAL GOVERNMENT AND PRIVATE SECTOR CONTACTS IN THIS FIELD AS MEANS CREATING NEW TRADE OPPORTUNITIES. ACTION FOUR: COOPERATE WITH EMBASSY SCIENCE OFFICE IN INCREASING FRENCH AWARENESS ENVIRONMENTAL DAMAGE. FOR THIS APURPOSE, EMPLOY INTERIOR DEPT FILM ON WATER POLLUTION AT CONFERENCES, MEETINGS OF REGIONAL OFFICES AMERICAN CHAMBER OF COMMERCE, AND ON FRENCH TELEVISION.

3. OBJECTIVE FIVE: MAINTAIN FAVORABLE MOMENTUM TRADE PROMOTIONAL CAMPAIGN INITIATED FY 74 TO ACHIEVE SIGNIFICANT INCREASE IN U.S. SHARE FRENCH MARKET FOR CONSUMER GOODS. ACTION ONE: THROUGH EXPANDED CONTACTS WITH LEADING CONSUMER GOODS BUYERS, DISTRIBUTORS AND TRADE GROUPS, CONTINUE IDENTIFY AND GATHER MARKET INFORMATION ON THOSE CATEGORIES CONSUMER GOODS OFFERING GREATEST

POTENTIAL FOR U.S. EXPORTERS IN SHORT TERM, E.G., TEXTILES (APPA-REL, DECORATING AND UPHOLSTERY FABRICS), APPAREL (LEISURE WEAR, SPORTSWEAR, JEANS, BOWLING SHIRTS, T-SHIRTS, ETC.), DO-IT-YOURSELF TOOLS, EQUIPMENT AND SUPPLIES, RECREATION AND LEISURE EQUIPMENT, HOUSEWARES, GIFTWARE (NEW AND MODERN STYLES). ACTION TWO: RECOMMEND CONTRACT MARKET RESEARCH IN TEXTILE FABRICS, COTTON AND SYNTHETIC; HOUSEWARES, INCLUDING SMALL ELECTRO-MECHANICAL APPLIANCE; DO-IT-YOURSELF TOOLS, EQUIPMENT AND SUPPLIES; AND PET PRODUCTS. ACTION THREE: PROVIDE SUPPORT FOR MAJOR IN-STORE PROMOTION PLANNED AT AU PRINTEMPS DEPARTMENT STORE SPRING 1975. ACTION FOUR: PROPOSE U.S. TEXTILE PRODUCTS TRADE MISSION. ACTION FIVE: SUPPORT "DO-IT-YOURSELF" JEEP MAY 1975. ACTION SIX: STEP UP OUTSIDE VISIT CAMPAIGN TO STRENGTHEN CONTACTS WITH DEPARTMENT STORES, CHAIN STORES AND MAIL ORDER HOUSES AS WELL AS AGENTS AND DISTRIBUTORS SPECIALIZING IN CONSUMER GOODS TO INCREASE VOLUME OF TRADE OPPORTUNITIES AND ADD TO YOUR INFORMATION BASE REGARDING OPTIMUM DISTRIBUTION CHANNELS FOR THE WIDE RANGE OF CONSUMER CATEGORIES.

2. RESOURCE REALLOCATION: ACTION ONE: IN ABSENCE NEW POSITIONS AUTHORIZATION FROM STATE (PARIS 16502, JUNE 15, 1973; STATE 226616, NOV. 16, 1973), SEEK WITHIN MISSION TWO FSL POSITIONS TO TRANSFER TO NEWLY-FORMED INDUSTRY UNIT IN OFFICE COMMERCIAL AFFAIRS. ACTION TWO: RENEW RECOMMENDATION TO COMMERCE THAT FSL TIME AT MORE THAN ONE POST COULD BE MADE AVAILABLE OTHER WORK IF COMMERCE COULD TRANSLATE IN MAJOR LANGUAGES MATERIAL IN ITS PUBLICATION FOR POST COMMERCIAL NEWSLETTERS, UNCLASSIFIED

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E.G., NEW PRODUCT ITEMS, ETC.STONE

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Message Attributes

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